



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	Matt Oestrich	<b>STATION:</b>	WFLA
<b>FROM:</b>	Meghan McGarr	<b>HRP OFFICE:</b>	Washington, DC

**REQUEST RECEIVED FROM**

**DATE** 9/11/12

<b>BUYER:</b>	Steve Hazelton
<b>AGENCY:</b>	SRH Media Inc.
<b>ADDRESS:</b>	2204 Cauntryside Dr. Silver Spring, MD 20735
<b>PHONE #:</b>	301 879 0010
<b>FAX #:</b>	301 879 0131
<b>OTHER:</b>	

**AVAILS FOR                      ISSUE**

<b>COMMITTEE:</b>	Protect Florida Taxpayers, Inc.
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	Ran Meyer
<b>ADDRESS:</b>	
<b>PHONE #:</b>	
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	ISSUE
<b>OFFICE:</b>	
<b>PARTY:</b>	Republican

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As ordered
<b>COMMERICAL LENGTH:</b>	:30s
<b>PROGRAMS:</b>	All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	

SEP11/12 15.35  
\*\*\* WFLA-TV \*\*\*

SALIZONAN #

REGIONAL,

DATE SEP11/12 15.35

PROTECT FLORIDA TAXPAYERS INC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-530A	30		\$300.00	10/22	11/2	5		M-F	10
PROGRAM : TODAY 5A												
CON COM1 : TODAY 5A												
2			530A-600A	30		\$500.00	10/22	11/2	5		M-F	10
PROGRAM : TODAY 530A												
CON COM1 : TODAY 530A												
3			600A-700A	30		\$1,350.00	10/22	10/26	5		M-F	5
PROGRAM : TODAY 6A												
CON COM1 : TODAY 6A												
4			600A-700A	30		\$1,450.00	10/29	11/2	5		M-F	5
PROGRAM : TODAY 6A												
CON COM1 : TODAY 6A												

REP HEADLINE# 6311145  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP11/12 15.35  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,600.00	10/22	10/26	10		M-F	10
6			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,800.00	10/29	11/2	10		M-F	10
7			900A-1000A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,050.00	10/22	11/2	5		M-F	10
8			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$400.00	10/22	11/2	5		M-F	10
9			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$550.00	10/22	11/2	5		M-F	10
10			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,000.00	10/22	11/2	5		M-F	10
11			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,700.00	10/22	11/2	5		M-F	10
12			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,700.00	10/22	11/2	5		M-F	10
13			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,500.00	10/22	11/2	5		M-F	10

REP HEADLINE# 6311145  
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REP: TEL# 703-516-9399 FAX# 703-516-9680  
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 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP11/12 15.35  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			630P-700P	30		\$6,000.00	10/23	10/25	2		TU,TH	2
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
15			630P-700P	30		\$6,000.00	10/22	10/26	3		M,W,F	3
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
16			700P-730P	30		\$2,000.00	10/22	11/2	5		M-F	10
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
17			730P-800P	30		\$2,000.00	10/22	11/2	5		M-F	10
PROGRAM : ET												
CON COM1: ET												
18			1100P-1130P	30		\$2,500.00	10/22	10/28	4		M,W-TH	4
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
19			1100P-1130P	30		\$2,500.00	10/29	11/2	3		M,W,F	3
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
20			1130P-1235A	30		\$1,000.00	10/22	10/26	5		M-F	5
PROGRAM : TONIGHT SHOW NBC												
CON COM1: TONIGHT SHOW NBC												
21			1130P-1235A	30		\$1,300.00	10/29	11/2	5		M-F	5
PROGRAM : TONIGHT SHOW NBC												
CON COM1: TONIGHT SHOW NBC												
22			900A-1000A	30		\$600.00	10/27	10/27	2		SAT	2
PROGRAM : SAT 9A NEWS												
CON COM1: SAT 9A NEWS												

1130-1235M  
 due NFL

REP HEADLINE# 6311145  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 SEP11/12 15.35  
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LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23			1200N-100P	30		\$250.00	10/27	10/27	1		SAT	1
PROGRAM : SAT NOON NEWS												
CON COM1: SAT NOON NEWS												
24			600P-630P	30		\$1,350.00	10/27	10/27	1		SAT	1
PROGRAM : SAT 6P NEWS												
CON COM1: SAT 6P NEWS												
25			800A-900A	30		\$1,000.00	10/28	10/28	1		SUN	1
PROGRAM : SUN TODAY NBC												
CON COM1: SUN TODAY NBC												
26			500A-1000A	30		\$600.00	10/28	10/28	1		SUN	1
PROGRAM : SUN 9A NEWS												
CON COM1: SUN 9A NEWS												
27			1200N-100P	30		\$250.00	10/28	10/28	1		SUN	1
PROGRAM : SUN NOON NEWS												
CON COM1: SUN NOON NEWS												
28			600P-630P	30		\$1,350.00	10/28	10/28	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
OCT/12 142250.00 NOV/12 107750.00												
												CONTRACT TOTAL 250000.00
												TOTAL SPOTS 170

MARKET TOTALS \$634,400 WFLA 35% WFTS 21% WTSP 8% WTVT 36% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA25+\*

Srth Media Inc.  
2204 Countryside Drive  
Silver Springs MD 20905

**Protect FL Taxpayer/ Issue**  
Submission Number 765 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Protect FL Taxpayer/ Issue	<b>Submission Cost:</b> 247500	<b>Campaign Ref:</b> E-120912012
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06311145
<b>Est./PO Number:</b> 06311145	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Protect FL Taxpayers	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/22	10/29	Total	Cost
1	M-F 5a News MTWTF..	01			300	30 Comme	Nbr of Spots	5	5	10	3000
2	M-F 530a News MTWTF..	01			500	30 Comme	Nbr of Spots	5	5	10	5000
3	M-F 6a News MTWTF..	02			1350	30 Comme	Nbr of Spots	5		5	6750
4	M-F 6a News MTWTF..	01			1450	30 Comme	Nbr of Spots		5	5	7250
5	M-F 7a Today Show MTWTF..	02			1600	30 Comme	Nbr of Spots	10		10	16000
6	M-F 7a Today Show MTWTF..	02			1800	30 Comme	Nbr of Spots		10	10	18000
7	M-F 9a Today Show II MTWTF..	01			1050	30 Comme	Nbr of Spots	5	5	10	10500
8	M-F 12p Today Show III MTWTF..	01			400	30 Comme	Nbr of Spots	5	5	10	4000
Weekly Totals: Total Spots(Ord Spots)								92	78	170	
Open PR								-1		-1	-2500

Srth Media Inc.  
2204 Countryside Drive  
Silver Springs MD 20905

Protect FL Taxpayer/ Issue  
Submission Number 765 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

<b>Client:</b> Protect FL Taxpayer/ Issue	<b>Submission Cost:</b> 247500	<b>Campaign Ref:</b> E:120912012
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06311145
<b>Est./PO Number:</b> 06311145	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
9	M-F 3p Doctors MTWTF..	03	5500	30 Comme	Nbr of Spots 5	5	10	5500
10	M-F 4p Dr Oz MTWTF..	02	10000	30 Comme	Nbr of Spots 5	5	10	10000
11	M-F 5p News MTWTF..	01	17000	30 Comme	Nbr of Spots 5	5	10	17000
12	M-F 530p News MTWTF..	01	17000	30 Comme	Nbr of Spots 5	5	10	17000
13	M-F 6p News MTWTF..	01	25000	30 Comme	Nbr of Spots 5	5	10	25000
14	M-F 630p ET / 530p CT NBC Nightly T.T..	01	6000	30 Comme	Nbr of Spots 2		2	12000
15	M-F 630p ET / 530p CT NBC Nightly M.W.F..	01	6000	30 Comme	Nbr of Spots 3		3	18000
16	M-F 7p News MTWTF..	01	20000	30 Comme	Nbr of Spots 5	5	10	20000
17	M-F 730p Entertainment Tonight MTWTF..	01	20000	30 Comme	Nbr of Spots 5	5	10	20000
18	M-Su 11p News M.WT..S	01	25000	30 Comme	Nbr of Spots 1		1	25000
<b>Weekly Totals:</b> Total Spots(Ord Spots)					92	78	170	
Open PR					-1		-1	-2500

Srh Media Inc.  
2204 Countryside Drive  
Silver Springs MD 20905

Protect FL Taxpayer/ Issue  
Submission Number 765 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Protect FL Taxpayer/ Issue	Submission Cost:	247500	Campaign Ref:	E:120912012
Buyer:		Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06311145
Est./PO Number:	06311145	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
19	M-Su 11p News M.W.F..	01	2500	30 Comme	Open Pre-Empted Nbr of Spots	-1 3	-1 3	-2500 7500
20	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	02	1000	30 Comme	Nbr of Spots	5	5	5000
21	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	01	1300	30 Comme	Nbr of Spots	5	5	6500
22	Sat 9a News .....S.	01	600	30 Comme	Nbr of Spots	2	2	1200
23	Sat 12p News .....S.	02	250	30 Comme	Nbr of Spots	1	1	250
24	Sat 6p News .....S.	02	1350	30 Comme	Nbr of Spots	1	1	1350
25	Sun 8a Today Show .....S.	02	1000	30 Comme	Nbr of Spots	1	1	1000
26	Sun 9a News .....S.	01	600	30 Comme	Nbr of Spots	1	1	600
27	Sun 12p News .....S.	02	250	30 Comme	Nbr of Spots	1	1	250
28	Sun 6p News	02	1350	30	Nbr of Spots	1	1	1350
Weekly Totals: Total Spots(Ord Spots)					82	78	170	
Open PR					-1		-1	-2500



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2204 Countryside Drive  
Silver Springs MD 20905

**Protect FL Taxpayer/ Issue**  
Submission Number 765 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601  
PHONE (813) 228-8888

**Original**

<b>Client:</b> Protect FL Taxpayer/ Issue	<b>Submission Cost:</b> 247,500	<b>Campaign Ref:</b> E:120912012
<b>Buyer:</b>	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06311145
<b>Est./PO Number:</b> 06311145	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
S				Comme				
<b>Weekly Totals:</b> Total Spots(Ord Spots)					92	78	170	
Open PR					-1		-1	-2500

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
18	M-Su 11p News	30 Commercial	10/22/12	Open Pre Emption	2,500.00		0000000000	E:120912012

				Grand Totals	
				Month 10 Weeks: 4	Month 11 Weeks: 4
				10/22	10/29
Spots				170	92
Cost				250000	142250

<b>Grand Totals:</b>	<b>Spots:</b> 170
	<b>Gross Total:</b> 247,500.00
	<b>Commission:</b> 37,125.00
	<b>Net Total:</b> 210,375.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Protect Florida Taxpayers Inc.  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: protect florida taxpayers inc

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Protect Florida Taxpayers Inc. Ron Meyer- Registered Agent

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER**

9/10/12

Date



Signature

301-879-0010

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title